OFFICE OF THE CITY MANAGER

NO. LTC #:020-2011

LETTER TO COMMISSION

TO:

Mayor Matti Herrera Bower and Members of the City Commission

FROM:

Jorge M. Gonzalez, City Manager

DATE:

January 21, 2011

SUBJECT: Boucher Brothers Environmental Gran

The purpose of this Letter to Commission is to inform the Mayor and City Commission of the recipients of the two (2) \$5,000 environmental grants made possible through the Boucher Brothers.

The Boucher Brothers, as part of their Concession Agreement with the City, donates \$10,000 annually to be used for charitable purposes. These funds are allocated equally by the Agreement for two purposes: 1) for scholarships and contributions (environmental grant) to philanthropic organizations with emphasis on marine related and children related recipients and; 2) for support of environmental organizations and/or programs such as Environmental Coalition of Miami & the Beaches (ECOMB).

This year, the \$5,000 environmental grants for 2008 and 2009 (totaling \$10,000) to philanthropic organizations will be awarded. In order to facilitate in identifying the appropriate recipient organizations for the environmental grant portion of funds, the City advertised the availability of the funds and accepted applications detailing the intended use and expected environmental benefit. Per the Committee's recommendation, the grant application criteria was sent to local non-profits and distributed to the Environmental Education Providers of Miami-Dade County, which is a consortium of local not-for profit organizations, government agencies, universities, public school educators and administrators from Miami-Dade County. A copy of the environmental grant application criteria is attached.

There were total of ten (10) organizations that applied for the grant and presented their proposals to the Sustainability Committee on October 16, 2010. The Committee evaluated these applications and subsequently selected Sunflower Society and Academy of Marine and Environmental Science (AMES) at Miami Beach Senior High School to receive the two \$5,000 environmental grants.

The Sunflower Society will use the funds to implement Sunflower Society Art for Life After-School Environmental Stewardship Program at Fienberg Fisher K-8 Center. AMES will use the funds to promote activities and trips beyond the classroom environment in order to engage students in environmental activities that lead to post secondary education and careers in the environmental and science fields.

Attachments

A. Sunflower Society's Proposal

B. AMES Proposal

C:

Jorge Gomez, Assistant City Manager Fred Beckmann, Public Works Director

FAV/LB/ESW

RECEIVED CITY OF MIAMI BEACH

10 OCT 13 AM 9: 33

PUBLIC WORKS DEPARTMENT

859 15th Street, Apt. 10 Miami Beach, Florida 33139 Attention: Marjorie York Youth Programs Coordinator

October 12, 2010

City of Miami Beach Environmental Division 1700 Convention Center Drive Miami Beach, Florida 33139

RE: City of Miami Beach and the Boucher Brothers' Environmental Grant.

Sunflower Society Inc. is a 501(c) 3 non-profit organization incorporated in the state of Florida on May 5, 1971. The Mission of Sunflower is to provide access to services and inspire people to protect and impact their community in a positive way. Sunflower contributes to White Cane Day; sponsors youth summer camp; hires artists to design the Peace Pole for the Miami Beach Community Relations Board. The agency also contributes to the Community Action Agency Scholarship Fund to send a Miami Beach high school student to college. Youths painted luminary bags at the Miami Beach Relay for Life activity. The agency has held after-school programs at elementary and middle schools in Miami Beach since 2004.

Funds are requested to implement Sunflower Society Art for Life After-School Environmental Stewardship Program at Fienberg Fisher K-8 Center. The program focuses on reducing waste, using recycled materials and creating works of art out of the ordinary. The stewardship program will teach youths that water is a valuable resource. Youths will participate in the Miami-Dade County Poster Contest "Every Drop Counts" and the Fienberg Fisher EESAC Committee Safety Poster Contest. Approximately 500 children/youths will participate in after-school art and community events. The art instructors will join artist Connie Gordon in the Ability Explosion event where children/youths will enjoy drawing and painting.

Youths are free to engage their imagination with guided concepts of how to create art and contribute to a green community. They will learn to transform discarded items into functional art forms. They will create robots and develop architectural (futuristic models) of green cities and parks. Children/Youths will participate in the Miami Beach Veteran's Parade, the Miami-Dade County School Safety Poster Contest sponsored by the Miami-Beach Police Athletic League, plant sunflower seeds in schools and community gardens on Earth Day and exhibit their work at the Sixth-Annual Art Exhibit on Sunday, May 29, 2011 at the Miami Beach Botanical Garden. The event is free and open to the public.

The requested funds are to pay the art instructors, purchase rain barrels, secure art materials and supplies to design and paint rain barrels with the fauna, flora and sea motifs of South Florida. The environmental impact of this project is that the natural beauty of Miami Beach will be preserved in the painted rain barrels and everyone will be encouraged to conserve water. This investment will instill love for a green community in youths. Tourists, visitors and guests at events will want their cities to duplicate efforts to create and preserve a green community. This project provides children/youths the opportunity to participate in creating a green community in the present and in the future. The project supports the grant's intent because it creates awareness, knowledge and hands-on experience in preparing our youths to be environmental stewards of Miami Beach. The rain barrels will be donated to day care centers, schools, community centers and small businesses that contribute to environmental projects for Miami Beach.

Sunflower Society Inc.

Mail Contact:

Marjorie York, Youth Program Coordinator

859 15th Street, Apt. 10

Miami Beach, Florida 33139

Other Contacts: Veronica Fuchs, President

Contact Phone: (305) 299-6306

Fax (305) 759-1870

e-mail: www.veronicafuchs.com

Sunflower Society Art for Life After-School Environmental Stewardship Program

Place: Fienberg Fisher K-8 Center, Washington Avenue, Miami Beach, Florida 33139

Sunflower's programs are administered by an all volunteer Board of Directors to maintain administrative costs at fifteen percent (15%) or less of the organizational budget totaling \$24,300.00 for 2010/2011 projects.

· ·			1		
Grant Budget			oject Budget Iministrative Costs	¢ 3.(00.00
Outside Artist Fees	\$ 2,000.00	O	utside Artist Fees	\$13,0	00.00
Outside Other Fees	\$ 350.00	A CONTRACTOR OF THE PROPERTY O	utside Other Fees		00.00
Marketing & Publicity	\$ 200.00		arketing & Publicity		500.00
Art Materials & Supplies	\$ 2,100.00	Pr	inting	\$ 3	300.00
6th Annual Art Exhibit	\$ 250.00	Po	ostage	\$ 1	100.00
•		Ar	t Supplies & Materials	\$ 4,0	00.00
Total:	<u>\$ 4,900.00</u>		Total:		900.00
Narrative for Organizational E	3udget			•	,
Administrative Costs: Maintena				\$ 3,0	00.00
Department of Agricultural Reg	istration Application \$	350.00; 990 Form \$1,	000.00;		
P/T Bookkeeper/Accountant \$1	10/mo. X12 mos. = \$1	1,300.00; and	. 1		
Bank Fees \$15/mo. X12 mos. =					
Outside Artist Fees After-School					
\$35/hr. x 1 Lead Artist x2 hrs/d				\$13,0	00.00
at Fienberg Fisher K-8 Center a					į
(MonThur. 3pm-5pm) Total	\$280.00 + \$160.00 = \$	\$440.00 per week x7	weeks = \$3,080.00		
Time: Oct. 19-24, 2010 (Ability	Explosion Event) to D	ec. 16, 2010 (1st Qua	rter)		
Time: Jan. 3, 2011 to May 31, 2					į
= \$7,920.00 + \$3,080.00 = \$11					
		•			
Outside Other Fees: \$500.00 to	track expenditures a	nd write reports; \$500	0.00 Grant Writing, Compu	ıter \$ 2,0	00.00
Support for outreach, recruitme	nt, evaluation to pare	nts and e-mail suppor	t \$1,000.00		
					-00.00
Marketing & Publicity: Prepara					500.00
brochure and credits to donors				xa l	
Garden \$250.00 recycled mate	rials set-up/take-dowr	n and \$250.00 rain ba	πels		
Dulmations, Change becomes as		aallaaa ahataaanaha	International for	\$	300.00
Printing: Flyers, brochures, ev			ink cartridges for	φ,	300.00
Ink cartridges for photocopier,		ie .			00.00
Postage: Mailings for fund rais	ers	•		\$ 1	00.00
Materials & Supplies: Maxim	um 50 rain harrale @	\$22.00 per harrel \$1.1	100.00	\$ 41	000.00
purchased from FIU Extension				Ψ 4,	000.00
	•	•			
(\$20 per barrel x50 barrels); Of				ΓAL: \$24.	900.00
boards, scissors, glue gun, ste	mons, onice materials	a supplies \$ 1,300.00	101	AL. <u>924.</u>	200.00
In-Kind Services: Insurance \$2	,600.00 - Miami Beach I	Police Athletic League;	Food/Art Exhibit Whole Food	1	

In-Kind Services: Insurance \$2,600.00 - Miami Beach Police Athletic League; Food/Art Exhibit Whole Food Market \$500.00; Art Deco Supermarket \$250.00; Einstein Bagles \$250.00; Space - Miami Beach Botanical Garden \$800.00 and Program Coordinator \$5,000.00 (\$25/hr. x 200 hours approx. program supervision and coordination) total approx. \$9,400.00.

Revenues Sources: Individual donations \$2,000.00; Non-profit donations \$4,500.00; Other Grants \$7,500.00 Business donations \$600.00 and local government support – Dade County School Board Campaign Contributions \$5,400.00. Grant Request to City of Miami Beach Environmental Grant \$4,900.00.

Proposal for Funding: City of Miami Beach/Boucher Brothers' Environmental Grant \$5000

Academy of Marine and Environmental Science (AMES) Miami Beach Senior High School David Guthrie, Science Chair, Lead Teacher 305-532-4515, dguthrie@dadeschools.net

Rationale:

The Academy of Marine and Environmental Science (AMES) at Miami Beach Senior High School was formed for the purpose of engaging students in environmental activities that lead to post secondary education and careers in these fields. It is the intent of the academy to raise awareness and activism among students by exposing them to local issues and their interaction with the wider concerns of the state, nation, and world. We currently have over 200 students enrolled in our program.

In order to provide our academy students with the benefits of ongoing research in real world situations it is necessary to promote activities and trips beyond the classroom environment. It has been our intention from the early design of this academy to incorporate successful programs like *Forest Watch*, and use it as a model to incorporate other research activities pertinent to South Florida such as *World Ocean Watch (WOW)*. Our success depends upon the ability to obtain funding from the community, private organizations, and grants to support these activities. We have currently partnered with *Forest Watch* scientists from the University of New Hampshire, Florida International University, and local organizations, such as ECOMB, Tarpoon Lagoon Dive Center, The Big Blue and You Foundation, and Celebration of the Sea for additional services. The benefit of receiving funding through local grants allows us to provide the many trips and research activities these organizations provide. In addition, we have worked with The Beach Channel and other local TV affiliates to provide student created news and interest features for broadcast to the community at large.

One of the unique parts of our program is the ability to train and certify students as PADI divers in our SCUBA program. To my knowledge, this is the only program of its kind at a public school in Miami-Dade. These student divers become ambassadors of our program by filming the effects of human impact on our local beaches, sea grass beds, and reefs. As the program grows, we expect to work with local officials in identifying and monitoring local species and monitoring other issues in our local environment. Our ability to film and educate through the use of student media expands the reach of awareness far beyond the classroom to the wider South Florida audience.

Activities we would like to fund include student field trips to Everglades National Park and local beach areas where they engage in *Forest Watch* activities that research the effect of ozone damage on native Florida slash pine species. We

are also erecting a native planting area on campus to continue the research at the school site. The World Ocean Watch program teaches students to use NASA LandSat images to monitor changes in beach areas and mangrove habitat over time. One area we want to expand is the use of satellite imagery to monitor pollution or red tide events in our coastal areas. We wish to fund trips for our dive students to begin monitoring and publicizing local marine issues, including the possible restoration of the reef area off the 3rd street beach. In the past, we have worked closely with ECOMB in providing students as researchers for the Clean Beaches Campaign and other local activities. Our students also participate in the Big Blue and You sponsored One Water workshop and make public service announcements available for broadcast to the community. We would be happy to provide ongoing evidence of grant money spent on these student efforts.

Proposed Budget:

- \$3000 SCUBA related field trips for research, filming, and broadcasts in Miami Beach (covers transportation, dive equipment rental, chaperones, for 3 events)
- \$1000 Field trips to Everglades and other local beach areas for research and publication of Forest Watch ozone monitoring and use of NASA Landsat images (covers transportation and chaperones for 2 trips of 80 students)
- \$1000 Equipment, cameras, research tools, and misc. materials for use by the academy students on location and at school for study and publication of findings to the community.